



Local Cable Buy from Tammi Holloway

TM# 40853
11762188

Order #: 46264-54976

Revision #:

Date: 9/15/2016
11:43 AM

Client: Housing First Fund
Media: TV
Product: District 21A
Market: Minneapolis-St. Paul
Primary Demo: Women 35+
Separation between spots: 30

Estimate: 46264
Description: MIN, MN Dist. 21A 8158, 6862,
Flight Start Date: 9/19/2016 03:00 AM
Flight End Date: 9/29/2016 02:59 AM
Survey: 2BK Sep15-Oct15 C-DMA Nielsen Live +3
Buyer: Tammi Holloway
Vendor: 6862 Spectrum Reach
1625 Concentric Blvd
Saginaw, MI 48604
Contact: Jennifer Zehnder
E-Mail: Jennifer.Zehnder@charter.com
Phone: 9899225057 x.
Fax: 9897922982
Send Billing To: Chris Locke
CTV Media, Inc.
1490 Manning Pkwy
Powell, OH 43065
Phone: (614)848-5800
Fax: (614)848-4099

Estimate Comments: Starts Mon. 9/19 ends Thurs. 9/29

Affiliation: 2889 HHS \Red Wing, MN

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/19	9/26	Total Spots	Women 35+ Rtg/CPP
48	6862 Spectrum Reach, Red Wing MN-Cable SaSu 9:00a-7:00p ESPN VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	0.2 \$15.00 \$12.75
49	MTuWThFSaSu 4:00p-7:00p ESPN VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	0.2 \$15.00 \$12.75
50	MTuWThFSaSu 7:00p-12:00a ESPN VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	0.6 \$12.75 \$6.67
51	MTuWThFSaSu 4:00p-7:00p HIST VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	0.3 \$5.67 \$10.00
52	MTuWThFSaSu 7:00p-12:00a HIST VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	0.8 \$5.00 \$4.25

Disclaimer:

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1625 Concentric Blvd

CTV Media, Inc.

Product: District 21A

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Saginaw, MI 48604

1490 Manning Pkwy

Market: Minneapolis-St. Paul

Flight End Date: 9/29/2016 02:59 AM

Powell, OH 43065

Phone: (614)848-5800

Primary Demo: Women 35+

Survey: 2BK Sep15-Oct15 C-DMA Nielsen Live

Contact: Jennifer Zehnder

Phone: (614)848-5800

Separation between spots: 30

Buyer: Tammi Holloway

E-Mail: Jennifer.Zehnder@charter.com

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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/19	9/26	Total Spots	Women 35+ Rtg/CPP
6862 Spectrum Reach, Red Wing MN-Cable									
53	SaSu 9:00a-7:00p HIST VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	0.3
									\$10.00
									\$8.50
									0.3
54	MTuWThFSaSu 4:00p-7:00p FOOD VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	\$10.00
									\$8.50
									0.7
									\$5.71
									\$4.86
									0.6
									\$5.00
									\$4.25
									0.3
55	MTuWThFSaSu 7:00p-12:00a FOOD VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	\$10.00
									\$8.50
									0.7
									\$5.71
									\$4.86
									0.6
									\$5.00
									\$4.25
									0.3
56	SaSu 9:00a-7:00p FOOD VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	\$10.00
									\$8.50
									0.3
									\$5.71
									\$4.86
									0.6
									\$5.00
									\$4.25
									0.3
57	MTuWThFSaSu 4:00p-7:00p AEN VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	\$10.00
									\$8.50
									0.3
									\$5.71
									\$4.86
									0.6
									\$5.00
									\$4.25
									0.3

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1625 Concentric Blvd

CTV Media, Inc.

Product: District 21A

Flight Start Date: 9/19/2016 03:00 AM

Saginaw, MI 48604

1490 Manning Pkwy

Market: Minneapolis-St. Paul

Flight End Date: 9/29/2016 02:59 AM

Powell, OH 43065

Phone: (614)848-5800

Primary Demo: Women 35+

Survey: 2BK Sep15-Oct15 C-DMA Nielsen Live

Contact: Jennifer Zehnder

Fax: (614)848-4099

Separation between spots: 30

Buyer: Tammi Holloway

E-Mail: Jennifer.Zehnder@charter.com

Fax: (614)848-4099

Phone: 9899225057 x.

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Affiliation: 2889 HHS (Red Wing, MN

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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 9/19	9/26	Total Spots	Women 35+ Rtg/CPP
6862 Spectrum Reach, Red Wing MN-Cable									
58	SaSu 9:00a-7:00p AEN VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	0.2 \$15.00 \$12.75
59	MTuWThFSaSu 7:00p-12:00a AEN VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	0.5 \$8.00 \$6.80
60	MTuWThFSaSu 4:00p-7:00p HGTV VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	0.8 \$3.75 \$3.19
61	SaSu 9:00a-7:00p HGTV VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	1.1 \$2.73 \$2.32
62	MTuWThFSaSu 7:00p-12:00a HGTV VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	1.2 \$3.33 \$2.83

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6862 Spectrum Reach, Red Wing MN-Cable									
63	SaSu 9:00a-7:00p ESP2 VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	0.3
									\$10.00
									\$8.50
									0.2
64	MTuWThFSaSu 4:00p-7:00p ESP2 VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	\$15.00
									\$12.75
									0.2
65	MTuWThFSaSu 7:00p-12:00a ESP2 VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	\$20.00
									\$17.00
									0.4
66	SaSu 9:00a-7:00p CNN VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	\$7.50
									\$6.38
									0.3
67	MTuWThFSaSu 4:00p-7:00p CNN VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	\$10.00
									\$8.50
									0.7
68	MTuWThFSaSu 7:00p-12:00a	CPT	\$4.00	\$3.40	30	13	0	13	

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6862 Spectrum Reach, Red Wing MN-Cable								
CNN VARIOUS								
69	SaSu 9:00a-7:00p HALL VARIOUS	WK	\$3.00	\$2.55	30	8 0	8	\$5.71 \$4.86 0.5 \$6.00 \$5.10 0.3
70	MTuWThFSaSu 4:00p-7:00p HALL VARIOUS	CPT	\$3.00	\$2.55	30	13 0	13	\$10.00 \$8.50 0.6
71	MTuWThFSaSu 7:00p-12:00a HALL VARIOUS	CPT	\$4.00	\$3.40	30	13 0	13	\$6.67 \$5.67 0.3 \$10.00 \$8.50 0.1
72	SaSu 9:00a-7:00p AMC VARIOUS	WK	\$3.00	\$2.55	30	8 0	8	\$30.00 \$25.50
73	MTuWThFSaSu 4:00p-7:00p AMC VARIOUS	CPT	\$3.00	\$2.55	30	13 0	13	

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6862 Spectrum Reach, Red Wing MN-Cable									
74	MTuWThFSaSu 7:00p-12:00a AMC VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	0.4
75	SaSu 9:00a-7:00p TLC VARIOUS	WK	\$3.00	\$2.55	30	8	0	8	\$10.00 \$8.50 0.4
76	MTuWThFSaSu 4:00p-7:00p TLC VARIOUS	CPT	\$3.00	\$2.55	30	13	0	13	\$7.50 \$6.38 0.3
77	MTuWThFSaSu 7:00p-12:00a TLC VARIOUS	CPT	\$4.00	\$3.40	30	13	0	13	\$10.00 \$8.50 0.6
98	MTuWTh 4:00p-7:00p AEN VARIOUS	CPT	\$3.00	\$2.55	30	0	6	6	\$6.67 \$5.67 0.3 \$10.00 \$8.50

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6862 Spectrum Reach, Red Wing MN-Cable								
99	MTuWTh 7:00p-12:00a AEN VARIOUS	CPT	\$4.00	\$3.40	30	0 7	7	0.5 \$8.00 \$6.80
100	MTuWTh 4:00p-7:00p AMC VARIOUS	CPT	\$3.00	\$2.55	30	0 6	6	0.1 \$30.00 \$25.50
101	MTuWTh 7:00p-12:00a AMC VARIOUS	CPT	\$4.00	\$3.40	30	0 7	7	0.3 \$13.33 \$11.33
102	MTuWTh 4:00p-7:00p CNN VARIOUS	CPT	\$3.00	\$2.55	30	0 6	6	0.3 \$10.00 \$8.50
103	MTuWTh 7:00p-12:00a CNN VARIOUS	CPT	\$4.00	\$3.40	30	0 7	7	0.9 \$4.44 \$3.78
104	MTuWTh 4:00p-7:00p ESPN VARIOUS	CPT	\$3.00	\$2.55	30	0 6	6	0.1 \$30.00 \$25.50

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6862 Spectrum Reach, Red Wing MN-Cable								
105	MTuWTh 7:00p-12:00a ESP2 VARIOUS	CPT	\$4.00	\$3.40	30	0 7	7	0.3 \$13.33 \$11.33
106	MTuWTh 4:00p-7:00p ESPN VARIOUS	CPT	\$3.00	\$2.55	30	0 6	6	0.1 \$30.00 \$25.50
107	MTuWTh 7:00p-12:00a ESPN VARIOUS	CPT	\$4.00	\$3.40	30	0 7	7	0.7 \$5.71 \$4.86
108	MTuWTh 4:00p-7:00p FOOD VARIOUS	CPT	\$3.00	\$2.55	30	0 6	6	0.2 \$15.00 \$12.75
109	MTuWTh 7:00p-12:00a FOOD VARIOUS	CPT	\$4.00	\$3.40	30	0 7	7	0.7 \$5.71 \$4.86
110	MTuWTh 4:00p-7:00p HALL VARIOUS	CPT	\$3.00	\$2.55	30	0 6	6	0.1 \$30.00 \$25.50

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6862 Spectrum Reach, Red Wing MN-Cable									
111	MTuWTh 7:00p-12:00a HALL VARIOUS	CPT	\$4.00	\$3.40	30	0	7	7	0.3 \$13.33 \$11.33
112	MTuWTh 4:00p-7:00p HGT VARIOUS	CPT	\$3.00	\$2.55	30	0	6	6	0.7 \$4.29 \$3.64
113	MTuWTh 7:00p-12:00a HGT VARIOUS	CPT	\$4.00	\$3.40	30	0	7	7	1.3 \$3.08 \$2.62
114	MTuWTh 4:00p-7:00p HIST VARIOUS	CPT	\$3.00	\$2.55	30	0	6	6	0.4 \$7.50 \$6.38
115	MTuWTh 7:00p-12:00a HIST VARIOUS	CPT	\$4.00	\$3.40	30	0	7	7	0.8 \$5.00 \$4.25
116	MTuWTh 4:00p-7:00p TLC VARIOUS	CPT	\$3.00	\$2.55	30	0	6	6	0.2 \$15.00 \$12.75

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6862 Spectrum Reach, Red Wing MN-Cable								
117	MTuWTh 7:00p-12:00a	CPT	\$4.00	\$3.40	30	0 7	7	0.5
TLC VARIOUS								
							Total Spots: 340 130	
							Total GRP/GIMP(000): 156.6 59.1	
							Total CPP/CPM:	
Total Cost:			\$1,610.00	\$1,368.50	470			
Station Monthly Summary								
SEP 16			\$1,150.00	\$977.50	340			
OCT 16			\$460.00	\$391.00	130			
Total Cost:			\$1,610.00	\$1,368.50	470			

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